

Earth • Youth
Tobacco Taxes
National Day of Action
Drowning Prevention
Graphic Warning Labels
Saving Lives • Budget Advocacy
Global Young Ambassadors
Health Systems • Health Equity
Countering Industry Interference
Improving Nutritious Food Access
Media • Non-Communicable Diseases
Public Health Advocacy
Ending Flavored Tobacco Products
& Cessation Programs • Data for Health
Maternal & Reproductive Health • Smoke-Free
Cardiovascular Health • Overdose Prevention
Research • Tobacco Taxes • Prevent Epidemics
Technical Assistance • Capacity Strengthening
Protect Kids • Road Safety • Immunization
Health Impact • International Legal Consortium
Primary Health Care • Injury Prevention
Lives • Reducing Demand for Unhealthy Food



2024 Annual Report

April 2023 - March 2024



The Campaign for Tobacco-Free Kids is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Through strategic communications and policy advocacy campaigns, we promote the adoption of proven solutions that are most effective at reducing tobacco use and save the most lives. Our vision is a future free from the death and disease caused by tobacco. The Tobacco-Free Kids Action Fund is a 501(c)(4) nonprofit organization separate from, but affiliated with, the Campaign for Tobacco-Free Kids. The two organizations work closely together to achieve the greatest impact.



The Global Health Advocacy Incubator (GHAi) is an initiative of the Campaign for Tobacco-Free Kids and uses the power of advocacy to reduce preventable deaths and to improve health at scale by changing policies and strengthening public health systems. GHAi supports civil society organizations and advocacy movements in more than 30 countries to pass public health policies that save lives, reduce disease and prevent injuries, increase investments in public health and create a healthier and more equitable future for all.



2024 Annual Report

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Letter from the President and CEO



Yolonda C. Richardson
President and CEO

“Together, the Campaign for Tobacco-Free Kids and the Global Health Advocacy Incubator work to tackle the most pressing global health problems.”

It is my tremendous honor to present our annual report for fiscal year 2024. The report covers most of my first year as President and CEO of the Campaign for Tobacco-Free Kids and our Global Health Advocacy Incubator. While it has been a year of transition, it has also been a year of continued progress for our organization as we tackle the world’s most pressing public health challenges.

This report highlights our efforts to achieve **our vision of a healthier and more equitable future for all**. For nearly three decades, the Campaign for Tobacco-Free Kids has successfully advocated for policies that reduce smoking and stop the cycle of tobacco addiction in the United States and around the world. We have helped to pass laws that protect kids from the predatory and misleading practices of the tobacco industry – an industry that is determined to hook our kids to ensure a future market for their products. With strategic advocacy and support to local partners, our work demonstrates that passionate advocates can defeat the biggest foes.

Based on this track record of success in tobacco control, we created the Global Health Advocacy Incubator (GHAI) in 2014 to address other critical public health challenges. We knew that strategic public health advocacy would result in the passage of other lifesaving policies. Over the past 10 years, we expanded our work to support and equip local communities to pass policies that improved health for more than three billion people.

Together, the Campaign for Tobacco-Free Kids and the Global Health Advocacy Incubator work to tackle the most pressing global health problems. This report describes activities and progress across our four major areas of work. These include:

Tobacco Control: Despite our progress, tobacco use remains the leading cause of preventable death, killing over eight million people worldwide and about half a million people in the U.S. each year. Tobacco companies continue to aggressively market cigarettes and other tobacco products and are constantly introducing new, highly addictive products aimed at hooking the next generation of customers they need to survive. Our Tobacco Control Program works to eliminate tobacco-related death and disease by advocating for proven policies that reduce tobacco use and save lives.

Food and Nutrition: Poor diets are responsible for approximately eight million deaths globally each year, driven in part by exponential growth in the consumption of ultra-processed

products. These products contribute to cardiovascular disease, diabetes, cancer and obesity. Our Food and Nutrition Program works to reduce the burden of diet-related death and disease by promoting policies that reduce the consumption of unhealthy, ultra-processed products and increase equitable access to nutritious food.

Health Systems Strengthening: Recent global health challenges – including the Covid-19 pandemic and the sharp rise of non-communicable diseases – have spotlighted the critical need to create equitable and resilient health systems, especially in low- and middle-income countries. Our Health Systems Strengthening Program champions policies and investments to achieve this goal. This past year, we worked to ensure that critical demographic data is collected to inform global and country-level health investments in 22 countries, leading governments to increase their investments in epidemic preparedness, immunizations and primary health care.

Injury Prevention: Injuries and violence – including drowning, drug overdose and road crashes – take the lives of 4.4 million people globally each year. Our Injury Prevention Program works to advance policies that save lives on the road and reduce deaths from drowning and drug overdoses. During the past year, we supported the issuance of two resolutions by Colombia's Ministry of Transport and National Road Safety Agency. These resolutions will reduce speeding in urban areas and school zones, safeguarding everyone – and especially children – from otherwise fatal crashes.

Across our work, we remain focused on protecting the health of future generations – and on fostering a new generation of public health leaders and advocates. This report highlights the exciting growth of our Youth Advocacy initiatives across the globe. Our commitment to equip a new generation of advocates with the skills and drive to push for lifesaving policies is critical to ensuring sustainable impact.

As our work continues, we are committed to ensuring that no communities are left with a disproportionate burden of death and ill health. On every issue and everywhere we work, we want to guarantee that no communities are left behind. I couldn't be more grateful for the support of our Board of Directors, staff, donors, partners and friends who make our lifesaving work possible.

Yolonda C. Richardson
President and CEO

“On every
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Our Values

Impact and Rigor

We advance policies that save lives, reduce illness and injuries, and promote healthy communities. Our advocacy is based on decades of experience, drawing on science, data and innovative approaches to achieve the greatest possible health impact for all.

Courage and Determination

We are fearless in our commitment to improving the health of all people, taking on the toughest fights and persisting in the face of powerful foes and forces. We will not work with industries that are in conflict with our goals and values.

Equity and Collaboration

We seek equitable, inclusive and diverse representation throughout our organization and in the work that we do. In partnership with others, we support and build sustainable movements, address health disparities and cultivate a world where health is recognized as a fundamental human right.

Integrity and Accountability

We are committed to honesty, transparency, fairness and decency in the way we work. We hold ourselves responsible for ensuring our values are reflected within our organization, our work and in how we collaborate with others.



Tobacco Control

U.S. Tobacco Programs

In the U.S., the Campaign for Tobacco-Free Kids advocates at the federal, state and local levels for proven policy solutions that reduce tobacco use, protect kids and save lives. During the period of this report, we continued to make progress in advancing these policies and reducing tobacco use, especially among youth.

The National Youth Tobacco Survey showed the smoking rate among high school students fell to 1.9% in 2023, down from a high of over 36% when our organization was created in 1996. E-cigarette use among high

school students fell to 10% in 2023, down from 27.5% in 2019 at the peak of the youth e-cigarette epidemic. These declines represent a significant public health achievement that will spare millions of young people from addiction, disease and premature death. But tobacco use remains the top cause of preventable death in the U.S., claiming over 480,000 lives each year, and millions of youth and adults still use tobacco. We are committed to further driving down tobacco use, with the goal of eliminating the death and disease it causes. ●



YOUTH VAPING: STILL A PUBLIC HEALTH CRISIS

2.1 MILLION KIDS USE E-CIGARETTES

90 PERCENT USE FLAVORED PRODUCTS

6000+ ILLEGAL E-CIGARETTES ON THE MARKET

FDA: PROTECT KIDS AND ELIMINATE ALL ILLEGAL E-CIGARETTES NOW.

Fighting Flavored E-Cigarettes that Addict Kids

Despite our progress, youth e-cigarette use remains a serious public health challenge. Tobacco-Free Kids has led efforts at the federal, state and local levels to eliminate the kid-friendly flavored products that are driving the problem, but there is still much work to do.

While the U.S. Food and Drug Administration has denied marketing applications for over 26 million e-cigarette products – most of which are flavored – and only authorized the sale of a few dozen products, e-cigarette companies have flooded the market with illegal flavored

products that contain ever-higher levels of nicotine. We have pushed federal agencies to step up their enforcement to clear the market of these illegal products. Meanwhile, five states and about 400 localities have passed laws cracking down on the sale of flavored e-cigarettes and other flavored tobacco products, protecting 28% of the U.S. population. During the period of this report, we successfully worked to pass and defend such laws in communities across the country, including several cities and counties in Maine, Oregon, Ohio and elsewhere. ●



“In my school we see issues with vaping on a daily basis. Kids are going to extreme lengths to hide the products and addiction is real.”

Liz Pray
High School Nurse
Washington State



Building Support to Eliminate Menthol Cigarettes and Flavored Cigars

For more than a decade, Tobacco-Free Kids has worked with our partners to eliminate menthol cigarettes and flavored cigars – products the tobacco industry uses to target kids, Black Americans and other communities and that contribute to devastating health disparities.

In late 2023, we came closer than ever to victory when the FDA sent its final rules to prohibit these flavored tobacco products to the White House for review. But after a fearmongering campaign by the tobacco industry, the White House indefinitely delayed issuing the rules. In response, we organized a press conference to call for immediate action along with partners including the NAACP, National Council of Negro Women, National Medical Association and the African American Tobacco Control Leadership Council. We then joined these and other partners in a meeting with top Administration officials. And we ran newspaper and television ads featuring prominent supporters of the rules and endorsements from 123 leading civil rights, public health and other groups. Before the final rules were sent to the White House, we had worked with key organizations to pass resolutions of support and to build support among members of the Congressional Black Caucus.

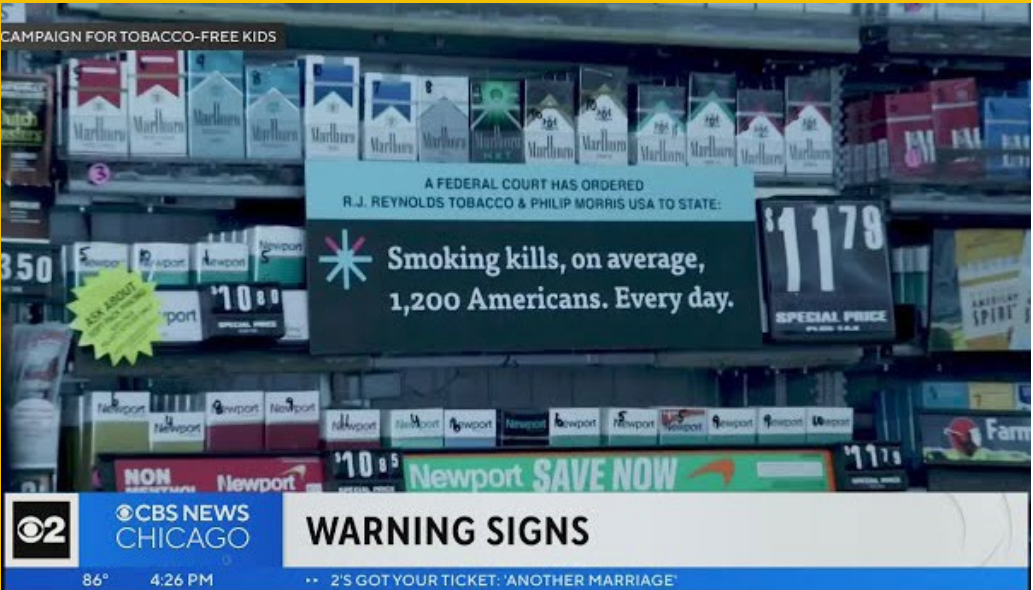
We continue to support these rules and to work at the state and local levels to pass laws ending the sale of all flavored tobacco products, including menthol cigarettes. ●



Making Baseball Tobacco-Free

For too long, smokeless tobacco use by Major League Baseball players has set a terrible example for millions of young fans. Since 2015, Tobacco-Free Kids has led a campaign – called Knock Tobacco Out of the Park – to prohibit all tobacco use at Major League stadiums. We continue to make progress. During the period of this report, Baltimore passed a new law that prohibits all tobacco use – including use of smokeless tobacco products – in Baltimore City stadiums, including Oriole Park at Camden Yards and M&T Bank Stadium.

With the addition of Baltimore, 17 of 30 Major League Baseball stadiums are now completely tobacco-free. We are committed to making all MLB stadiums tobacco-free. Baseball, and all sports, should promote a healthy and active lifestyle, not a deadly and addictive product. ●



Defeating Big Tobacco in Court

Our legal team plays a critical role, helping to defend federal and state laws in court and filing lawsuits when needed to compel the FDA to more aggressively regulate the tobacco industry. During the period of this report, our legal team helped achieve several notable victories:

- The U.S. Supreme Court declined to hear R.J. Reynolds' challenge to California's landmark law ending the sale of flavored tobacco products – allowing California's law to remain in effect, while preserving the authority of states and cities to enact similar measures.
- The U.S. Court of Appeals for the Fifth Circuit upheld graphic health warnings on cigarette packs and advertising. We and our partners had filed a successful lawsuit that forced the FDA to issue the warnings. But this battle is not over as R.J. Reynolds has appealed the Fifth Circuit ruling to the Supreme Court.
- The major tobacco companies were required to post eye-catching signs at stores across the U.S. about the health risks of smoking. The Tobacco-Free Kids Action Fund and several partner organizations fought the tobacco industry in court for over 16 years to make this happen.
- As we and our partners advocated, seven federal courts of appeals upheld the FDA's marketing denial orders for flavored e-cigarettes. However, one court did not. The U.S. Supreme Court has agreed to review this decision, and we are actively involved to ensure the Court is fully aware that upholding the FDA's authority is critical to protecting kids and public health. ●



Raising Tobacco Taxes to Save Lives

One of the most effective ways to reduce tobacco use, especially among price-sensitive kids, is to raise taxes and prices on tobacco products. During the period of this report, Tobacco-Free Kids helped achieve two significant increases in state tobacco taxes. Maryland increased its cigarette tax by \$1.25 to \$5 per pack, the second highest in the nation, and raised taxes on other tobacco products, including e-cigarettes. New York increased its cigarette tax by \$1.00 to \$5.35 per pack, the highest in the nation. The average state cigarette tax is now \$1.96 per pack. These tax increases will prevent kids from using tobacco products, encourage smokers to quit, save lives and save money by reducing tobacco-related healthcare costs. ●

Tobacco Control

Global Tobacco Programs

Tobacco-Free Kids’ global tobacco control program supported great progress over the past year in passing, implementing and defending laws to protect people in low- and middle-income countries from the harms of tobacco use. Our strategy focuses on closing policy gaps in countries with the highest burden of tobacco use, fighting tobacco industry misinformation and building sustainable capacity for tobacco control in low- and middle-income countries.

Our work is supported by the Bloomberg Initiative to Reduce Tobacco Use and the Bill & Melinda Gates Foundation, which funds our tobacco control efforts in Africa. •



A Year of Policy Wins and Youth Advocacy in Africa

Across Africa, Tobacco-Free Kids supported policy wins and strong implementation of tobacco control regulations and helped youth call for progress and stand against predatory tobacco companies.

In January 2024, the government of **Nigeria** increased the tobacco control budget by 400% and created a budget line for the Tobacco Control Fund for the first time. This significant win is a direct result of Tobacco-Free Kids’ support since 2019. Our grantees have lobbied government officials, including finance, budget and health ministers, and conducted a comprehensive media campaign. In April 2023, the president of **Sierra Leone** approved the comprehensive Tobacco and Nicotine Control Act despite significant opposition from the tobacco industry. Tobacco-Free Kids, along with partners Africa Tobacco Control Alliance and

Focus 1000, played a crucial role in supporting the Act by mobilizing rapid response strategies to counter efforts to block the legislation. Sierra Leone’s law, one of the most comprehensive in Africa, covers cigarettes as well as other tobacco and nicotine products like e-cigarettes and heated tobacco.

In addition to these policy wins, Tobacco-Free Kids supported strong implementation of laws that we previously helped pass. In **Ethiopia**, significant milestones were achieved in implementing tobacco control regulations across states. We supported grantees in the capital, Addis Ababa, to conduct inspections of nightclubs, restaurants and other places for compliance with smoke-free laws and to develop public awareness campaigns in print and broadcast media as well as billboards. These initiatives led to strong compliance rates of

around 80% in Addis Ababa and paved the way for further regional adoption of tobacco control measures.

Positioning young advocates front and center is a growing component of our work in Africa and around the world. In **Zambia**, Tobacco-Free Kids and our partners launched a series of initiatives to mobilize young people in support of a strong tobacco control bill. Our efforts included training young ambassadors to be effective advocates. They then took part in radio interviews reaching over one million listeners to denounce the tobacco industry. These efforts contributed to increased public awareness and built parliamentary support for the bill, moving Zambia closer to achieving robust tobacco control legislation. •



Streaming Platforms in India Ordered to Display Health Warnings

In May 2023, the Government of India issued a groundbreaking policy making India the first country to regulate depictions of tobacco on video streaming platforms. The law required all online content streaming on “over-the-top” (OTT) platforms and featuring tobacco products or their use to display warnings about the health harms of tobacco. This applies to a wide range of content, including films, television shows and documentaries streaming on platforms such as Netflix, Disney+ and Amazon Prime. Tobacco-Free Kids worked with partners in the Bloomberg Initiative and our local grantees to implement a comprehensive three-year campaign building support for this policy and helped the government draft the policy. After it was adopted, the policy was challenged in the Delhi High Court. However, with our technical support, the legal challenge and subsequent appeal were defeated. This policy is the first of its kind in the world. ●



Progress Across Eurasia

Our work in Eurasia was a particular bright spot. Across the region, grantees and partners supported by Tobacco-Free Kids helped local advocates achieve impactful policy wins. Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan all have enacted comprehensive tobacco control laws that include smoke-free regulations, restrictions on tobacco advertising and promotion, and mandates for package warning labels.

In May 2023, **Uzbekistan** President Shavkat Mirziyoyev signed a comprehensive tobacco control bill into law. The law includes 100% smoke-free provisions, restrictions on tobacco advertising, pictorial warning labels, and regulations on heated tobacco products and e-cigarettes. We and local partners were instrumental in advocating for the bill, fending off industry attacks, and ensuring the president’s signature. With a population of 35 million people, Uzbekistan is the most populous country in Central Asia.

In July 2023, the government of **Kazakhstan** approved a ban on the sales of e-cigarettes, liquids and associated flavors. Our local partner led the lobbying and advocacy to ensure the government’s support, working closely with the health ministry and other supporters in the cabinet. The policy will next be sent to parliament for adoption.

In July **Kyrgyzstan** President Sadyr Japarov signed the “Amendments to the Law of the Kyrgyz Republic on Advertising,” which include a ban on tobacco advertising, promotion and sponsorship and close a loophole in existing law that allowed point-of-sale advertising. The amendments are the result of strong advocacy by a Tobacco-Free Kids partner who worked closely with parliamentarians and the health ministry to draft them. ●

World No Tobacco Day 2023

On May 31, 2023, we marked World No Tobacco Day, held annually by the World Health Organization to celebrate the global tobacco control movement. Tobacco-Free Kids worked with our colleagues in the Global Health Advocacy Incubator and our international network of tobacco control grantees to leverage this year’s theme – We Need Food, Not Tobacco – to host the webinar “From Farm to Consumer: A discussion on tactics shared by the tobacco and ultra-processed food

industries to undermine public health.” We also issued a press statement calling on governments to stand up to the tobacco industry’s exploitative practices and created a toolkit for grantees that included shareable social media content and communications resources from the WHO. As a result of our outreach to partners around the world, organizations in dozens of countries held special events and press conferences to boost their policy campaigns. ●

Pakistan Implements Lifesaving Tobacco Tax Boost

In May 2023 Pakistan’s Federal Board of Revenue announced a significant increase in excise taxes on tobacco products of up to 154% depending on the product. This increase followed a campaign by local advocates supported by Tobacco-Free Kids and partners that included strong media coverage and meetings with key

officials, including the prime minister. Due to the increase in taxes, the Board of Revenue recorded an almost 32% decline in the production of tobacco products in 2023, while the expected revenue increase was around 11%. We and our partners were anticipating around a 25% decline in tobacco consumption! ●



#SponsoredByBigTobacco: A Report on Social Media Marketing

In December 2023, Tobacco Free-Kids released a new report, *#SponsoredByBigTobacco*, exposing how the world’s largest tobacco companies aggressively use social media to advertise addictive products to young people. The report’s launch was covered exclusively by *The Guardian* and promoted on social media. It has also been a key advocacy tool to urge governments to adopt stronger measures on tobacco promotion and advertising.

Leading up to the 10th Conference of the Parties to the World Health Organization (WHO) Framework Convention on Tobacco Control, the report played a key role in advocating

for the adoption of new guidelines requiring countries to include social media marketing in tobacco control policies. The guidelines were adopted in February 2024 in Panama and are now a formal part of the global tobacco control treaty. We also partnered with the WHO to present the report to government leaders and tobacco control advocates around the world as part of efforts to educate governments on the new guidelines and the importance of restricting tobacco marketing online.

Our efforts on social media marketing have resulted in policy changes by large companies including Meta,

X and Snapchat, generated hundreds of media stories, influenced countries’ policies and positioned our organization as a leading voice on digital marketing. ●



Food and Nutrition

According to the latest figures, poor diets are responsible for approximately eight million deaths globally each year, driven in part by exponential growth in the consumption of ultra-processed products (UPPs). These products contribute to cardiovascular diseases, diabetes, cancer and obesity. At the same time, 3.1 billion people were unable to afford a healthy diet in 2021, and 2.4 billion were moderately or severely food insecure. Our Food and Nutrition Program works to reduce the burden of diet-related death and disease by promoting policies that decrease the consumption of ultra-processed food and beverages and increase equitable access to healthy and nutritious food.



Cardiovascular Health

GHAI worked with local partners to successfully pass best-practice trans fatty acids (TFA) elimination policies in Nigeria and Argentina. Advocacy efforts for TFA elimination continue in China, Kenya, Tanzania, Uganda and Pakistan. GHAI continues to support campaigns for front-of-package warning labels in India and in the Philippines, and a comprehensive food policy law in Ethiopia. As part of our sodium reduction strategy, GHAI initiated our first campaign to promote a mandatory salt targets policy to reduce the sodium content in packaged food in Nigeria.

In September 2023, GHAI developed a new capacity-strengthening initiative – the Trans Fatty Acids Incubation Project – in five African countries to promote a “community of practice” for the elimination of TFA in Africa. GHAI developed an open call for proposals and selected civil society organizations from Botswana, Gambia, Rwanda, Zambia and Zimbabwe. To implement this initiative, GHAI developed a training curriculum for local partners. The curriculum shared best practices for TFA elimination policies, as well as a landscape

analysis and national advocacy plan to eliminate TFA from the food supply in the five selected countries. •

GHAI selected seven new projects in Panama, Cameroon, Ghana, Kenya, Uganda, Tanzania and Pakistan, which expanded the Advocacy Fund from 13 to 18 countries.



Food Policy

GHAI worked with local partners in Brazil, Colombia, Pakistan and Ghana to successfully pass numerous food policies. In Brazil, President Lula da Silva signed a decree establishing guidelines to promote healthy eating in schools – and the cities of Rio de Janeiro and Niteroi approved laws that prohibit in-school sales, marketing and distribution of products that contribute to childhood obesity, including all ultra-processed products. In Colombia, the Constitutional Court ruled in favor of tax increases on sugar-sweetened beverages. Advocates in Pakistan achieved a second policy victory on sugar-sweetened beverages taxes, increasing the tax from 10% to 20% for juices and syrups. And Ghana approved a 20% tax on sugar-sweetened beverages, including fruit juices.

GHAI continues to support campaigns to promote a variety of healthy food policies in Guatemala, Costa Rica, El Salvador, Panama, Argentina, Jamaica, Barbados, South Africa, Kenya, Uganda, Tanzania, Saint Kitts and Nevis, Nigeria, Vietnam, Indonesia and Kazakhstan.

GHAI launched the third open call for proposals for its Food Policy Advocacy Fund in August 2023 – and received more than 200 proposals from 35 countries. GHAI selected seven proposals for funding new projects in Panama, Cameroon, Ghana, Kenya, Uganda, Tanzania and Pakistan, which expanded the Advocacy Fund from 13 to 18 countries.

In September 2023, GHAI began a new partnership with the World Food Programme of

the United Nations to improve policies surrounding school meals for children in Benin, Burundi, Ghana, Honduras, Kenya, India and Rwanda – a significant expansion of our work to increase access to nutritious food among vulnerable populations.

Together with the O'Neill Institute Global Center for Legal Innovation on Food Environments, Resolve to Save Lives and Vital Strategies, GHAI developed a *Nutrient Profile Models* position paper: This valuable tool serves as a comprehensive guide for advocates and decision-makers to develop healthy food policies. It provides best practices to inform global food policies based on emerging evidence and to better protect the right to food for all.



GHAI's Food and Nutrition Program launched a more systematic capacity-strengthening strategy in 2023, with the goal of improving networks among our local partners. To effectively counter industry interference with food and nutrition policies, GHAI launched a training curriculum on industry interference and developed three regional trainings for local partners in Africa, Asia and Latin America, with the participation of 73 advocates from 38 organizations. To strengthen the legal capacity of our advocates, we held the first-ever African Legal Symposium, bringing together 33 lawyers from 11 African countries to discuss legal strategies to improve food and nutrition policies on the continent. This regional meeting catalyzed the formal creation of

the Pan African Legal Network on Food and Nutrition before the end of 2023. GHAI also held the first legal workshop for the Caribbean Region, with the participation of 30 lawyers from six Caribbean countries – and brought together lawyers from Latin America and Africa to facilitate south-south collaboration. To strengthen communication capacity, the Food and Nutrition team developed quarterly Media Advocacy Coffee Hours, bringing together local partners across the globe to share their experiences and lessons learned with more than 100 participants.

GHAI and Tobacco-Free Kids also created the Right to Health Policy Hub database, which features materials issued by international human rights bodies

that support the advancement of public health policies related to tobacco control and food and nutrition. This serves as a resource to organizations, movements, public health professionals, scholars and advocates to incorporate a human rights lens into their legal, research and advocacy work related to tobacco control and food policy. •

GHAI selected seven proposals for funding new projects in Panama, Cameroon, Ghana, Kenya, Uganda, Tanzania and Pakistan, which allowed expanding the Advocacy Fund from 13 to 18 countries.

Health Systems Strengthening



We work with governments and civil society organizations in low- and middle-income countries to champion policies and investments that support equitable and resilient health systems.



Data for Health

Approximately half of all deaths in the world go unrecorded, and the births of one in four children under age five have never been recorded. Governments need accurate, up-to-date information on when and where births and deaths occur, and the causes of those deaths, to ensure the availability and quality of public health data and to be able to design effective public health policies, deploy resources and measure impact. To combat this, GHAI supported local civil society organizations in six countries to support equitable health systems. GHAI is also working on policy reform projects in several countries to ensure gender equity within information systems. Following years of GHAI legal support, Cambodia adopted a law on civil registration and identity management in 2023. This law establishes an integrated system linking individuals' birth

and death records to a newly-created population register, establishes a universal right to an ID card for all citizens and includes important privacy protections for personal data.

In the Rajasthan state in India, the government committed to civil registration services for all citizens, including LGBTQIA+ individuals, and launched Project 1000 to streamline issuance of birth certificates to transgender individuals. In July 2023, India issued the first birth certificate to a transgender individual. In August 2023, GHAI's budget advocacy project for civil registration in the Maldives led directly to the Maldives' Ministry of Finance approving the creation of a cadre of local-level civil registrars and committing to creating and funding island-level civil registrars in 2024. ●

In the Rajasthan state in India, the government committed to civil registration services for all citizens, including LGBTQIA+ individuals, and launched Project 1000 to streamline issuance of birth certificates to a transgender individual.



Immunization

Despite decades of progress increasing access to immunizations in lower-income countries, at least 12.4 million children still go without routine vaccines every year, leaving them vulnerable to some of the world’s deadliest diseases. In 2023, GHAI began a partnership with the Global Alliance for Vaccine and Immunization (Gavi) to build political will and public support for greater investments in immunization and primary health care. GHAI’s work helps support efforts to increase immunization coverage for priority vaccines in Ghana, Kenya, Nigeria and Madagascar. Following advocacy with our local partner, Hope for Future Generations, the government

in Ghana paid off the remaining 40% of its 2023 cost-sharing commitment with Gavi for life-saving vaccines. Advocacy with our local civil society partner the Vaccine Network for Disease Control resulted in the government of Nigeria making its full payment of its 2023 cost-sharing commitment. In Madagascar, despite facing a very tight fiscal space, the country paid its full cost-sharing commitment to Gavi for 2023. This achievement is a significant shift from the extremely low, late or no payments of previous years. ●



Primary Health Care

Hypertension is a major risk factor for cardiovascular disease, which is the leading cause of death globally. In 2023, GHAI worked with the Government of India to launch and promote the nationwide campaign, “75 by 25” to get 75 million hypertension and diabetes patients under treatment and control and provide standard care to those diagnosed by 2025. In Bangladesh, GHAI supported the Hypertension Control Initiative, which has been integrated into the country’s national program for non-communicable diseases and means primary healthcare facilities located in sub-districts will see an expansion of services. ●



Prevent Epidemics

Strong national health systems can stop the next pandemic. And the return on investment for epidemic preparedness is \$14 to \$1. GHAI’s advocacy efforts in Kano State, Nigeria, resulted in the passage of the Kano State Public Health Security Bill. This critical legislation is the first of its kind at the sub-national level in Nigeria and strengthens the state’s ability to prevent, detect and respond to public health emergencies. GHAI has expanded its efforts into Uganda, Kenya and Zambia to raise public awareness and increase domestic investments in epidemic preparedness. ●



Injury Prevention



We support advocacy campaigns that advance policies to save lives on the road and reduce deaths from drowning and drug overdoses.



Road Safety

Every year, 1.19 million people lose their lives on the road, and 90% of road deaths occur in low- and middle-income countries. GHAI partners with civil society and government partners across nine countries to reduce road crash fatalities and injuries and advance national policies for child restraints, drunk driving, helmets, seat belts and speed, as well as other safer vehicle standards. We achieved significant success this year. In Mexico, 14 of 32 states adopted lifesaving road safety policies. In Bangladesh, we collaborated with advocates to ensure the government is committed to developing a comprehensive Road Safety Act. In China, a new national e-bike helmet standard will help reduce death and injuries. Populations in one province and six cities have new protections

with e-bike helmet laws that offer mandatory-with-penalties coverage. Child restraint system laws were adopted in Beijing municipality, two provinces and one city in China. The Colombia Ministry of Transport and National Road Safety Agency issued two resolutions associated with a national law that requires municipalities and cities to develop methodologies and speed management plans, effectively protecting everyone on the road, especially children on their way to school. The State of West Bengal, India adopted Speed Management Guidelines; And in Ukraine, Parliament adopted an Amendment enabling enforcement with penalties for speeding above the posted speed limit.

GHAI also launched the Motorcycle Policy Project to

explore policy pathways to address the growing global issue of injury and death caused by motorcycles. Across many countries where GHAI works, motorcycles have increasingly become the main mode of transport because of their affordability and accessibility. Global data from the WHO shows that motorcycles along with other two- and three-wheeled vehicles account for a growing percentage of road-crash injuries and deaths. Effective policies are needed to save lives and keep everyone safe on the roads. Evidence-based harm reduction strategies are needed to protect children, increase affordability and accessibility of certified helmets, promote safe vehicle technologies including anti-lock brakes, and regulate the transport, delivery and other industries that use motorcycles. ●



Drowning Prevention

According to the WHO, more than 300,000 people drown each year, making it the third leading cause of unintentional death worldwide. To draw attention to the global burden of drowning, we launched a new Emerging Leaders in Drowning Prevention program, which brought together 12 global leaders from six countries with high burdens of drowning. The program aimed to strengthen their capacity, knowledge and leadership skills to advocate for effective drowning prevention programs and policies. Over the past year, significant work has taken

place in Vietnam. In October, the Minister of Education and Training signed the first ever ministerial guidance document regulating the development and accreditation of survival-swim and water safety education in schools and injury prevention programs. In Quang Tri, one of the program’s poorest provinces that annually suffers from typhoons and heavy flooding, the government committed to reducing child drowning by 20 percent by 2030 and allocated \$3.6 million toward that goal. With this funding, 80,000 children aged 6-15 will be trained in survival-swim

and water safety. In Nghe An province, the People’s Council passed a resolution to invest more than \$1 million in child drowning prevention programs for the period of 2023-2025 to build 281 portable swimming pools and provide free survival-swim training for children living in 76 poor and hard-to-reach communities. ●



Overdose Prevention

In the U.S., more than one million people have died from drug overdose since 1999. GHAI believes that each overdose death is preventable with comprehensive support for substance use disorder. Educating members of Congress and their staff is one of our key strategies to promote greater access to treatment for opioid use disorder and reduce the stigma associated with the condition. Receiving medications for opioid use disorder, like methadone, reduces the risk of fatality from overdose by more

than 75%, but access to this FDA-approved medication is restricted by outdated federal regulatory barriers. In collaboration with the House Addiction, Treatment and Recovery Caucus, GHAI organized a “Methadone 101” Congressional briefing in early 2024 to educate on this issue. Incarcerated individuals with addiction are a key population for GHAI’s Overdose Prevention, as they are 40 times more likely to die of an overdose in the first two weeks after release than the general population.

Receiving medications for opioid use disorder during incarceration can lead to an 80% reduction in overdose mortality in the first month post-release, preventing up to 15,900 overdose deaths per year. To educate members of Congress on this critical issue, GHAI organized a visit to the Fairfax County Adult Detention Center for members of the Congressional Addiction, Treatment and Recovery Caucus to hear firsthand from incarcerated individuals who have experienced addiction. ●

2014



Road Safety program launches to work with civil society organizations and governments to reduce death and injury related to road crashes by advancing policies in support of five priority behavioral risk factors to enhance road safety — child restraints, drunk driving, helmets, seat belts and speed.

2016

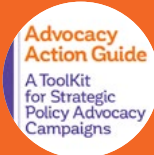


Food Policy program launches to support advocacy campaigns calling for healthy food policies at the national level.



Maternal and Reproductive Health program launches in Tanzania to advocate for funding for a vital maternal health program after the departure of international donors.

2017



The Advocacy Action Guide and Media Advocacy Guide are created to guide in-country partners in planning and executing policy advocacy campaigns.



More than 170 journalists participate in **Road Safety Media Advocacy and Communications training** to elevate road safety issues.

2018



Prevent Epidemics program launches to build support for government investments in epidemic preparedness.

2019



India passes the historic **Motor Vehicles Amendment Bill**, which saves lives on the road.



Philippines passes a **Mandatory Child Restraint Act**, providing for the special protection of child passengers in motor vehicles.

2020



Turkey restricts trans fat in food, reducing the risk of heart disease.



Mexico changes their **national Constitution** to include **mobility** as a constitutional right and granting the federal government power to legislate on road safety issues.

2021



The Overdose Prevention initiative launches to advocate for evidence-based treatment and harm reduction services that help save lives from drug overdose.



Kano state in Nigeria increases **funding by 33%** for epidemic preparedness and response.

2022



GHAI successfully advocates for the **Mainstreaming Addiction Treatment (MAT) Act** in the U.S., which passes and greatly increases the capacity to treat addiction.



The General Mobility and Road Safety bill becomes national law in Mexico, which aims to enhance people's safety on public roads and transportation systems.

2023



Road Safety measures go into effect in three countries: Mexico publishes the **National Strategy of Mobility and Road Safety** for 2023-2042; Uganda passes the **Traffic and Road Safety Act**; and Ukraine CSO partner CEDEM develops language for a draft speeding law.



The Defense Overdose Data (DOD) Act is included in the National Defense Authorization Act (NDAA) and passed into law.

2024



The Bangladesh Government calls for a new **Road Safety Act**, strengthening provisions on drunk driving, helmets, seat belts and speed.



The Ugandan government approves **\$15.4 million for epidemic preparedness** financing, marking a commitment to health security.



Cardiovascular Health program launches to advance policies to improve cardiovascular health and save lives by reducing trans fatty acids and sodium in the diet, and by supporting hypertension control and treatment.



Drowning Prevention program launches to support governments as they implement proven drowning prevention interventions and to advocate to ensure government investments in drowning prevention.



Maternal and Reproductive Health program transitions to the Government of Tanzania.



Data for Health program launches, strengthening and standardizing birth and death registration systems so that everyone, everywhere, is counted.



Rwanda authorizes health facilities to be registration points, which may ultimately increase the registration of births and deaths.



India requires the **percentage of trans fats** be reduced in all food products in which edible oils and fats are used.



Dong Thap and Yen Bai provinces in Vietnam successfully **integrate drowning prevention interventions** into provincial plans and budgets.



Philippines mandates the **elimination of industrially produced trans fat** from its food supply.



Bangladesh approves a **three-year child drowning prevention program**.



Colombia approves a **tax on sugar-sweetened beverages and ultra-processed products**. Additionally, the country now requires front-of-package warning labels on foods high in sugar, sodium, trans fats and fat, or with any sweeteners.



Immunization program launches to help countries prioritize health budgets to ensure all children can get lifesaving vaccines.



Ghana approves a **20% tax on sweetened beverages**; Pakistan approves a **sugar-sweetened beverage tax**; and the Colombian Constitutional Court unanimously declares the **tax on sugary drinks** constitutional.



GHAI launches the **Budget Advocacy Facilitator's Guide** and the **Budget Advocacy Toolkit for Epidemic Preparedness**.



GHAI releases an updated version of the **Advocacy Action Guide**.



Youth Advocacy Around the World

Since we opened our doors in 1996, Tobacco-Free Kids has committed to supporting and empowering young leaders in their advocacy journey.

Young people across the globe continue to be relentlessly targeted by a tobacco industry intent on hooking them into a lifetime of addiction. Kids see it every day in their schools and communities. This makes their voices very important – and powerful – in the fight for a tobacco-free generation.

Over the past year, we hosted 22 U.S. National Youth Ambassadors in Washington, D.C., to hone their advocacy skills and speak with their legislators. We also expanded our series of Global Young Ambassador summits. We activated youth across the U.S. through our annual Take Down Tobacco National Day of Action. And we celebrated the achievements of outstanding youth advocates at our 2023 Youth Advocates of the Year Awards.

Global Young Ambassador Summits

We held our inaugural Global Young Ambassador Summit in Istanbul in 2022, and in May 2023, we supported the launch of the Global Young Ambassador Network – Youth for Tobacco Control (Y4TC). Building off this success, we began a series of Global Young Ambassador Summits, including:

- **In June**, we held our first Africa regional summit in Cape Town for 25 young advocates from Kenya, Nigeria, South Africa and Zambia.
- **In August**, 23 young advocates from Bangladesh, China, India, Indonesia, Pakistan, Philippines, Thailand and Vietnam gathered in Bangkok for our Asia regional summit.
- **In December**, we held our Europe regional summit in Brussels with participants from Albania, Armenia, Belgium, Bosnia, Croatia, Georgia, Italy, Poland, Romania,

Serbia, Slovenia, Sweden and Ukraine.

At these regional summits, participants collaborated with other young advocates to map the policy process, identify industry interference tactics and develop strategic communications plans to combat that interference and achieve their policy goals.

All participants to the global and regional summits came out of organizations and movements supported by Tobacco-Free Kids across the globe. We supported youth-based initiatives in over a dozen countries, including regional initiatives in Africa and Latin America. Young advocates were integral members of all the policy campaigns we supported.

Tobacco-Free Kids continues to support the Y4TC and regional networks to deepen cross-country sharing by providing opportunities for skill-building and professional development. ●

Take Down Tobacco National Day of Action

On Take Down Tobacco National Day of Action, youth advocates and their communities come together to stand up to the tobacco industry, call for action from elected leaders, and commit to a tobacco-free lifestyle. Leaning into the April Fools' theme, youth advocates were encouraged to call out the industry's tricks and lies. The main ways to get involved included hosting an event, sharing on social media, and writing to a legislator. Throughout all these activations, we encouraged advocates to use and share our Advocacy Action Map, a website tool that makes it easy to support relevant local, state and national policy campaigns. This year, there were over 300 Take Down Tobacco National Day of Action events across the country. ●

Youth Advocacy Symposium

In July 2023, we welcomed 22 youth advocates from 21 states to Washington, D.C., to meet with Members of Congress. After two days of rigorous preparation, they took their message to Capitol Hill where they met with over 60 congressional offices. Their primary message was how the tobacco industry uses flavored products to hook kids – and that we must eliminate all flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. ●



Barrie Fund

The Barrie Fiske Youth Leadership Fund is dedicated to empowering the next generation of leaders to drive meaningful change in their communities. Each year, the Barrie Fiske National Youth Advocate of the Year Award honors one exceptional youth leader at our annual gala. The Barrie Fund also provides support for advocacy and leadership training and invests in young people from communities most affected by tobacco-related health inequities. Additionally, the fund fosters connections among youth and young adult leaders, enabling them to share ideas and build a lifelong community of advocates. ●

Youth Advocates of the Year Awards

Our 2023 Youth Advocates of the Year Awards was particularly poignant, as Matthew L. Myers announced his retirement as president of our organization and Yolonda C. Richardson was named as our new President & CEO. The evening was both a reflective look back and an exciting look forward as we celebrated Matt’s incredible legacy and Yolonda’s deserving appointment. Of course, we also recognized the accomplishments of outstanding young leaders and public health champions from the U.S. and around the world. ●



2023 Youth Advocates of the Year



Barrie Fiske National Youth Advocate of the Year: DJ Yearwood Independence, MO

Growing up surrounded by family members who smoked, DJ Yearwood always knew he didn’t like tobacco. Over time, he developed a passion for advocacy, always looking for ways to engage and advocate for his peers.

In his local community, DJ worked with his school district to implement tobacco prevention clubs – and even founded his own nonprofit focusing on peer support and mobilization. At the state level, he recently worked with lawmakers to allocate \$2.9 million toward Missouri’s tobacco prevention program, the largest investment in tobacco prevention in the state’s history. DJ has participated in town hall meetings across the country and met with FDA officials to support the agency’s proposed ban on menthol cigarettes and flavored cigars. DJ embodies all the qualities of a new generation of leaders catalyzing change for a healthier and more equitable future. ●



Lilith Breazeale
Adair, OK



Lauren To
Las Cruces, NM



J.R. Ash
Huntington, WV



Miah Chao
Benicia, CA



Group Youth Advocates of the Year
VOICE Indiana

Champion and Wilkenfeld Awards



Speaker Emerita Nancy Pelosi

Tobacco-Free Kids was proud to present our 2023 Champion Award to Speaker Emerita Nancy Pelosi for her commitment to the health of America’s children and her courageous leadership in the fight against tobacco.

Speaker Emerita Pelosi served as the 52nd Speaker of the U.S. House of Representatives from 2007 to 2011, making history as the first woman elected Speaker, and served again as Speaker from 2019 to 2023. Under Speaker Pelosi, Congress took some of the strongest actions to reduce tobacco use in the nation’s history.

In 2009, Congress enacted both the landmark Tobacco Control Act, which granted FDA authority over tobacco products, and the largest-ever federal tobacco tax increase. In 2020, Speaker Pelosi led the House in voting to approve the Reversing the Youth Tobacco Epidemic Act – the first time a chamber of Congress voted to ban all flavored tobacco products. In 2022, Congress enacted a new law making clear the FDA’s authority to regulate products made with synthetic nicotine.



Advocates and Policymakers of Ukraine

We were honored to present a special Champion Award to the courageous advocates and policymakers of Ukraine who have made tremendous progress in fighting tobacco use despite extraordinarily difficult circumstances.

As a result of their efforts, backed by a strong civil society community, Ukraine enacted a sweeping tobacco control law in 2022 that will save lives and greatly improve public health. Ukraine has remained dedicated to effective implementation of the law even after Russia’s invasion of the country. Ukraine’s ability to make remarkable progress in tobacco control while the country is fighting for its survival is a testament to the commitment, perseverance and resolute spirit of our Ukrainian partners.



Judy Wilkenfeld Award for International Tobacco Control Excellence

Erick Antonio Ochoa Mexico

For more than a decade, Erick Antonio Ochoa has been an integral part of the grassroots movement that has made Mexico a global leader in fighting tobacco use. Working with Salud Justa Mx, Tobacco-Free Kids partners CODICE, Refleacciona, La Coalición México Salud-Hable and a coalition of other organizations, Erick’s leadership helped to pass Mexico’s historic and comprehensive 2022 law that made all indoor public spaces smoke-free nationwide and banned all tobacco advertising, promotion and sponsorship.

We were thrilled to honor Erick with the Judy Wilkenfeld Award for International Tobacco Control Excellence for his exemplary leadership and commitment to collaboration. His work is helping to protect millions of Mexicans from deadly secondhand smoke and the tobacco industry’s deceptive marketing.

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CEO & Co-Founder, eMed
Former President,
American Medical Association
Miami, Florida

Agamroop Kaur
2022 Barrie Fiske National Youth Advocate of the Year
San Ramon, California

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President
American Cancer Society
Cancer Action Network
Washington, D.C.

Beverly J. May
Community Health Advocate
Salt Lake City, Utah

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Mike Moore Law Firm, LLC
Flowood, Mississippi

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Founder & CEO
RIESTER
Phoenix, Arizona

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Pelotonia
Columbus, Ohio

DJ Yearwood
2023 Barrie Fiske National Youth Advocate of the Year
Independence, Missouri

Yolonda C. Richardson
President and CEO
Campaign for Tobacco-Free Kids
Washington, D.C.

Jacqueline M. Bolt
BOARD TREASURER
Vice President, Finance and Administration
Campaign for Tobacco-Free Kids
Washington, D.C.

Financials

CAMPAIGN FOR TOBACCO-FREE KIDS (C3)

STATEMENT OF ACTIVITIES
Year Ended March 31, 2024

Support and Revenue	
Grants Income	29,928,828
Contributions	1,602,669
Other Revenue	3,290,272
Total Support and Revenue	34,821,769
Expenses	
PROGRAM SERVICES	
Public information and communications	4,529,277
Research advocacy and technical assistance	5,321,089
Youth services	2,380,860
Global Programs	32,321,193
SUPPORTING SERVICES	
Administrative	3,283,857
Fundraising	1,308,012
Total Expenses	49,144,288
<i>Change in Net Assets</i>	<i>(14,322,519)</i>
<i>Beginning Net Assets</i>	<i>52,940,535</i>
<i>Ending Net Assets</i>	<i>38,618,016</i>

TOBACCO-FREE KIDS ACTION FUND (C4)

STATEMENT OF ACTIVITIES
Year Ended March 31, 2024

Support and Revenue	
Contributions and Grants	46,039,161
Other Revenue	1,399,163
Total Support and Revenue	47,438,324
Expenses	
PROGRAM SERVICES	
U.S. Programs	23,007,435
Global Programs	19,320,441
SUPPORTING SERVICES	
Administrative	2,104,396
Fundraising	158,855
Total Expenses	44,591,127
<i>Change in Net Assets</i>	<i>2,847,197</i>
<i>Beginning Net Assets</i>	<i>16,286,504</i>
<i>Ending Net Assets</i>	<i>19,133,701</i>

CAMPAIGN FOR TOBACCO-FREE KIDS (C3)

STATEMENTS OF FINANCIAL POSITION
March 31, 2024

	2024
Assets	
Cash and cash equivalents	26,666,846
Investments	18,234,270
Due from Action Fund	946,682
Grants and contributions receivables, net	6,214,890
Accounts and contract receivables	287,395
Prepaid expenses and other assets	2,371,713
Right-of-use operating lease assets, net	10,907,840
Right-of-use finance lease assets, net	53,839
Property and equipment, net	2,990,787
Total Assets	68,674,262
Liabilities and Net Assets	
LIABILITIES	
Accounts payable	1,538,749
Accrued liabilities	674,633
Refundable advances	13,709,168
Operating lease liabilities, net	14,078,523
Finance lease liabilities, net	55,173
Total Liabilities	30,056,246
COMMITMENT (NOTE 8)	
NET ASSETS	
Without donor restrictions	10,691,211
With donor restrictions	27,926,805
Total net assets	38,618,016
Total Liabilities and net assets	68,674,262

The Campaign for Tobacco-Free Kids maintains the highest standards of accountability, transparency and fiscal responsibility. We have received the highest possible rating from Charity Navigator, Four Stars, and the GuideStar Gold Seal of Transparency. View our FY24 audited financials at tfk.org/fy2024-c3-financials

TOBACCO-FREE KIDS ACTION FUND (C4)

STATEMENTS OF FINANCIAL POSITION

March 31, 2024

	2024
Assets	
Cash and cash equivalents	62,473,918
Investments	6,646,753
Other receivables	77,895
Prepaid expenses	2,107,292
Property and equipment, net	1,256
Total Assets	71,307,114
Liabilities and Net Assets	
LIABILITIES	
Accounts payable	893,768
Due to affiliate	946,682
Refundable advances	50,332,963
Total Liabilities	52,173,413
NET ASSETS	
Without donor restrictions	19,133,701
Total net assets	19,133,701
Total Liabilities and net assets	71,307,114

The Tobacco-Free Kids Action Fund maintains the highest standards of accountability, transparency and fiscal responsibility. View our FY24 audited financials at tfk.org/fy2024-c4-financials

Your Support Makes a Difference



The Campaign for Tobacco-Free Kids is grateful for each and every donation we receive. Your gift, no matter the size, supports our lifesaving work in the U.S. and around the world.

There are numerous ways you can support our work:

- Make a monthly or one-time donation. All donations to the Campaign for Tobacco-Free Kids 501(c)(3) are tax-deductible.
- Support our Youth Advocacy programs by contributing to the **Barrie Fiske Youth Leadership Fund**.
- Ask your company to consider a corporate sponsorship or matching gift. There are a number of exciting ways for corporations and organizations to support our work, such as being a sponsor for our annual Youth Advocates of the Year Awards.
- Donate stock. You can transfer stock shares that you have owned for one year or more to the Campaign for Tobacco-Free Kids, giving you an immediate income tax deduction.

- Include a bequest to the Campaign for Tobacco-Free Kids in your will, either unrestricted or directed to a specific program or event. The gift can be a specific amount or a percentage of an estate.
- Support our 501(c)(4) Action Fund and help us advocate for lifesaving tobacco control laws. Visit our website at **TobaccoFreeAction.org/Donate** for more information. Contributions to the 501(c)(4) are not tax-deductible.

To learn more or make a donation, please visit **TobaccoFreeKids.org/get-involved/ways-to-give**, email us at **advancementinfo@tobaccofreekids.org**, or call (202) 296-5469.



Campaign for Tobacco-Free Kids | Global Health Advocacy Incubator | Tobacco-Free Kids Action Fund

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